

2010 BILLBOARD VALUATION GUIDELINE

Year of Acq.	Base Year	CPI Trend Factors
2009	2010	1.00000
2008	2009	0.99763
2007	2008	1.01758
2006	2007	1.03793
2005	2006	1.05869
2004	2005	1.07986
2003	2004	1.10146
2002	2003	1.12202
2001	2002	1.14446
2000	2001	1.16735
1999	2000	1.19070
1998	1999	1.21451
1997	1998	1.23702
1996	1997	1.26176
1995	1996	1.28700
1994	1995	1.30128
1993	1994	1.31677
1992	1993	1.34310
1991	1992	1.36996
1990	1991	1.39736
1989	1990	1.42531
1988	1989	1.45382
1987	1988	1.48289
1986	1987	1.51255
1985	1986	1.54280
1984	1985	1.57366
1983	1984	1.60513
1982	1983	1.63723
1981	1982	1.65361
1980	1981	1.68668
1979	1980	1.72041
1978	1979	1.75482
1977	1978	1.78992
1976	1977	1.82572
1975	1976	1.86223
1974 & Prior	1975	1.89948

Prepared by: Assessment Services Division 01/2010

The CAA recommendation on valuing billboards states, "For Billboards that are classified as real property, the Billboards should be assessed at factored base year value unless you have appraisal data that derives a market value that is lower than the factored base year value."

The following steps should be used to calculate the current year trended base value of a given billboard:

(NOTE: The example used throughout the explanation below is for a billboard purchased in 2003 with an original cost of \$145,000.)

1. Find the correct CPI trend factor by locating the billboard's acquisition year in the left column of the table. (For Proposition 13 purposes, the base year is presumed to be the year following the reported year of acquisition.)

The current year CPI trend factor for the 2003 acquired billboard (base year 2004) is 1.10146.

2. Apply the indicated CPI trend factor to the billboard's acquisition cost (round to the nearest dollar).

Apply the indicated CPI factor to the acquisition cost:
\$145,000 x 1.10146= \$159,712 (rounded)

3. Arrive at an estimate of market value using one of the three approaches to market value. An estimate of value can be derived by using the current Caltrans schedule as per Section III of the CAA Position Paper 05-001. The Caltrans Payment Schedule for Poster Panel Removal is at Caltrans Website: www.dot.ca.gov/hq/oda.
4. Compare the factored base year value (2) with the market value (3). Enroll the lower of the two values.
5. It is recommended that the appraiser prepare a spreadsheet to show the results of the base year value computation and attach it to the property statement. Due to certain limitations, the AS/400 cannot compute the factored base year value.